

Prospects and Potential of Tourism in Chinta Valley, Bhaderwah, Doda, Jammu and Kahmir

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ABSTRACT

Tourism is the backbone not only Jammu and Kashmir but Bhaderwah economy also as it provides job opportunities to number of people. Tourism is broadest generic sense can do more to develop understanding among the people, it provides jobs, create foreign exchange and raise living standards of the people. Chinta valley has enough potential for the growth of tourism. The focus of this paper is on the potential of tourism, tourism infrastructure, and tourist inflow in Chinta valley.

There are number of tourist places around the valley which attract the tourist i.e. Baggan and Bhattan picnic spots. A whole view of Chinta valley can be seen from this place. The on-road journey amidst this valley through these small villages is highly enjoyable. To the upper side of the road are the lovely houses of the locals and on the other side are the beautiful green cultivable fields and very calm and smoothly flowing Chinta nallah.

As the influx of tourists become visible in Chinta valley, various difficulties arise like lack of space in hotels for tourists which show the government failure of planning in creation of better infrastructure.

KEYWORDS: *Tourism Potential, Chinta Valley, Jammu and Kashmir*

I. INTRODUCTION

Tourism is one of the fastest growing industries throughout the world. It provides job opportunities not only skilled people but unskilled people also. Today a large number of countries, states, districts are aware of the economic potential benefit of Tourism.

Tourism as a modern term is applicable to both international and domestic tourists. Tourism includes all economic activities which are organized to fulfill the needs of such travelers. Any travel for holidaying, business or profession all trips become a part of tourism. Tourism for some provides entertainment for others it serves as holidays and for yet others it is a means of understanding other people's way of life, culture and traditions. Tourism is a basic and most desirable human activity deserving the praise and encouragement of all peoples and all government. It is an industry concerned with attracting people to a destination, transporting them there, housing. A feeding and entertaining, those upon arrival and returning them to their homes, a quarter of a century ago, travel waste privilege of few rich efficient and

adventurous people. Today with the rise in the standard of living of people in several developed and developing countries along with fast technological revolution in transportation industry, overseas holidays are within the reach of middle and working class.

“Some people told us it is risky and unsafe place. But we were still eager to go and see the place. We even celebrated my daughter's birthday here. I must say it is a very perfect and peaceful place”

(A Tourist from Gwalior)

Compared to any other industry tourism trade has witnessed a phenomenal growth in the valley since 2009. The number of tourists visiting the valley has increased manifold. The number of tourists from within the country over the year 2009-2018 has been grown at a phenomenal rate but during 2019 after the abolition of article 370 its number has been decrease because of the curfew in the valley.

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Tourism is not only an economic activity of importance to national development, but also an important medium, of cultural and economic changes among nations of the world.

The main tourist attractions in the study area are:

1. Accommodation
2. Accessibility / reach ability or Transport

Data source

For the preparation of this paper data has been collected through primary as well as secondary source. Primary data has been collected through field visit. During survey I take sample of 20 households on random basis. Besides these secondary data has been collected from the various sources like Daily Newspaper, Journals, books and various websites on internet.

OBJECTIVES

- To analyze the potential of Tourism in study area.

- To study the impact of Tourism on environment.
- To know the percentage of change in the valley with advent of tourism.

STUDY AREA

Chinta Valley is located in the foothills of Himalayas at a height of 6500 feet above mean sea level. It is also known as the Green Bowl as it is surrounded by black forests. It is about 25 kms away from main town Bhaderwah. Chinta valley offers a mesmerizing view to the tourist. Chinta valley is separated from Bhaderwah by Thuba which offers an enjoyable horse ride. An ancient temple of Lord Shiva is also situated here. The Bhaderwah Valley in the North has beautiful Swar Dhar Mountains, in the South the series of mountains from Chatter Gali-Sonbain-Guldanda-Padri Gali, in the East the Jai Valley and in the West Seoj Gali and in the South-West Kablas and Kailash Kund. The dense green forests add charm to the valley which is crossed by a series of mountains.

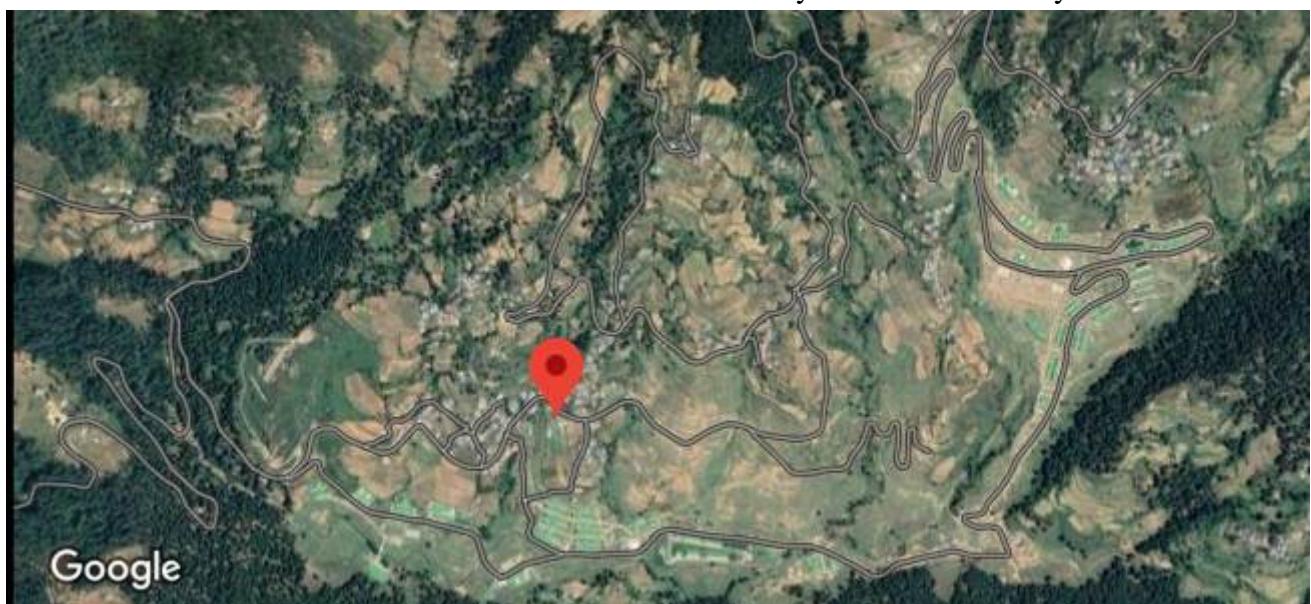


Plate no.1.Satellite Map of Study Area

II. RESULT AND DISCUSSION.

➤ Impacts of Tourism on Environment:

The natural environment on which tourism mainly depends is an important economic asset. The relation between tourism and environment is very complex and both are interrelated and interdependent to each other. Tourism involves various activities which have positive as well as negative effects on the environment of the concerned areas. Tourism has a potential to benefit the environment by directly or indirectly contributing to the environmental conservation and protection. This can be achieved either by financing for the protection and increasing the economic importance of the natural area or by raising the awareness of environmental values among tourists and the local population. Government and local bodies collect money directly or indirectly from both, consumer as well as consumer of tourism related services in the form of user fees, taxes on sales or rental of recreation equipments, license fees etc. And these funds can be used for further protection, conservation, maintenance and sustainable development of these natural resources.

The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and tourism facilities, including resorts, hotels, restaurants and shops. The negative impacts of tourism developments can gradually destroy the environmental resources on which it depends. Table I shows the opinion of the respondents about the impact of tourism on environment in study area.

Table I shows Adverse/Negative impacts of Tourism on Environment

Factors	No. of household	Percentage
Damage to natural flora and fauna	5	25
Habitat loss	3	15
Pollution	10	50
Depletion of resource	2	10
Total	20	100

Source: - Field survey

Figure I Adverse/Negative impacts of Tourism on Environment

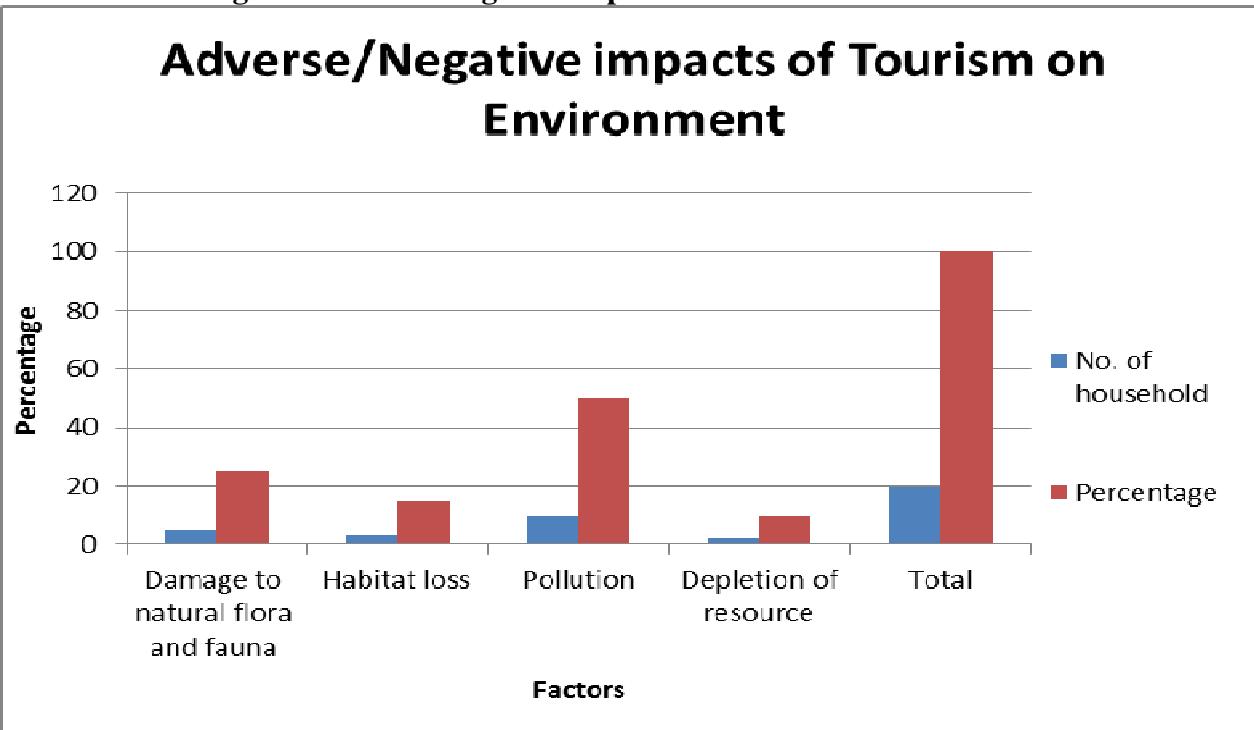


Table I and figure I reveal that around 25% of respondents have opinion that tourism industry damage the natural flora and fauna, while 15% have opinion that tourism industry put enormous pressure on land and lead to impact on natural habitat loss, while 50% stated that tourism is a growing industry which cause lots of pollution (i.e. water noise and air) solid waste, littering and releases of sewage, while 10% stated that tourism development put pressure on natural resources. They have opinion that water, especially fresh water is one of the most critical natural resources. The tourism industry generally overuses of water resources for hotels and personals use of water by tourist, while result in water shortage and degradation, of water supplies as well as generating a greater volume of waste water. Thus majority of people have opinion that tourism industry cause pollution.

This is a clear indicator that the department of tourism should take effective steps to conserve environment revenue from park entrance fees and similar sources can be allocated specially to pay for the protection and management of environment.

➤ Negative impacts of Tourism:

Due to heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding poor sanitation which may further lead to diseases. The intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people may copy the lifestyle of tourist through the demonstration effect and the result could be loss of native customs and traditions. Some people may enter into criminal activities to fetch easy money from tourist which lead to increase crime and anti-social activities and loss of moral values. Table II shows the opinion of the respondents about the negative impact of tourism.

Table II shows Negative impacts of Tourism

Negative impacts of Tourism	No. of respondents	Percentage of household
Drug addiction	5	25
Alcoholism	3	15
Corruption	3	15
Loss of moral values	2	10
Increase in price of essential commodities	2	10
Adoption of westernization culture	2	10
Overcrowding and congestion	3	15
Total	20	100

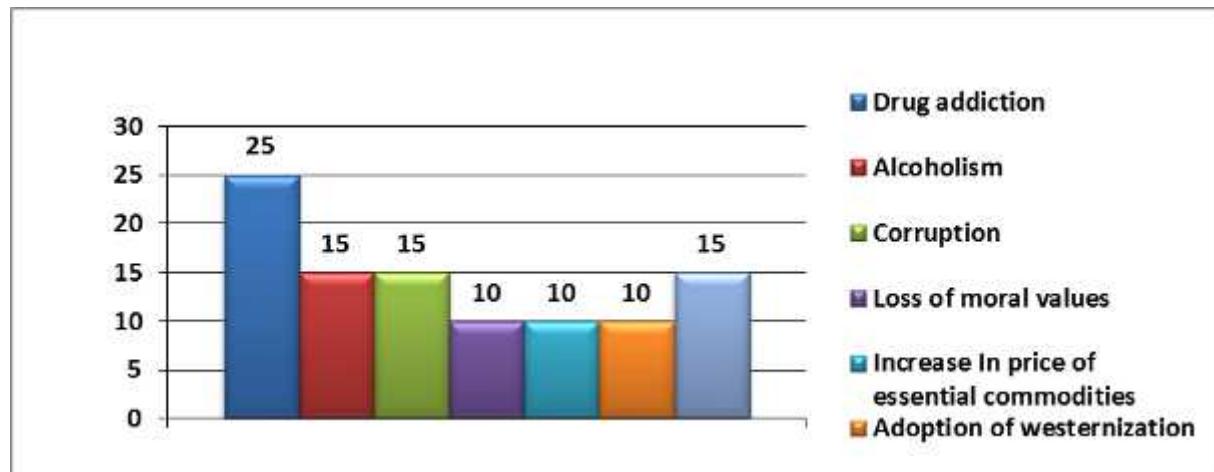
Source: - Field survey**Figure II**

Table II and figure II reveal that around 10% of respondents have opinion that tourism industry increases the price of certain commodities. They have opinion that rise in construction activities due to need for hotel and other building infrastructure for tourism and also increased the land prices and house rents for locals, while 25% have opinion that people become addicted to drugs, while 15% have opinion that people enter into corruption. While 15% stated that during tourist season residential population increased which result overcrowding and congestion, while 10% have opinion that due to tourism industry people enter into criminal activities to fetch easy money from tourist which lead to loss of moral values, while 15% have opinion that people take alcohol due to rise of tourism industry. Tourist from different parts of the region come here, and drink, local people learn from them, while 10% have opinion that due to tourism industry people adopt westernization culture.

➤ Percentage of change in the village with the advent of Tourism

Table III. Shows the Percentage of change in the village with the advent of Tourism

Factors	No. of household	Percentage of household
Economic change	5	25
Social change	7	35
Infrastructural change	5	25
Educational change	3	15
Total	20	100

Source:-Field survey

Table and figure III reveals that 25% of respondents have opinion that there is economic change due to tourism industry both negative as well as positive. They have opinion that tourism industry generate lots of job opportunity not only for skilled labor but also unskilled and semi-skilled, raising income of the local people, increasing the business opportunities for the businessmen etc. on the other hand they have opinion that rise in construction activities due to need for hotels and other building for tourism and also increase in the land prices and houses rent for the local resident while 35% of respondents have opinion that there is social change.

**Figure III.**

They have opinion that due to tourism industry the intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people copy the lifestyle of tourist through the demonstration effect and the result loss of native customs and traditions. While 25% of respondents have opinion that there is Infrastructural development i.e. roads, modes of public transport, hotels, parks etc. On the other hand they have opinion that due to heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding poor sanitation which may further lead to diseases. While 15% of respondents have opinion that students from nearby come here for education purpose. After the establishment of higher secondary the influx of students from different areas has increased. They have opinion that tourism here increased because of establishment of educational institutions.

➤ PROBLEMS AND SUGGESTIONS

Chinta valley being endowed with natural beauty has a large potential for growth of tourism industry. Growth and development in tourism industry will have a multiplier effects on various other economic sectors. It will have a positive impact in generating employment, raising income of the local people, increasing the business opportunities for the businessmen etc. But there are numerous problems being faced by tourists and tourism industry itself. The poor infrastructure is hampering the inflow of tourists in this valley. On the part of government lack of planning in creation of better infrastructure is also responsible for the low growth of tourism industry in valley. The famous picnic spots like Jai valley, Bagan, etc. has enough potential for tourist inflow, but due to lack of good transport connectivity, hotel, tourist from neighboring states hesitates to enter valley.

As the influx of tourists become visible in Chinta valley, various difficulties arise like lack of space in hotels for tourists which show the government failure of planning in creation of better infrastructure. There are hundreds of applications for constructing guesthouse and hotels are pending with various state agencies for clearance in Chinta. These files for clearance are gathering dust due to red tapism and the procedure put in place by the government. However, nepotism and corruption is another factor these young unemployed will remain away from jobs and better future. It is very difficult to construct better roads which become an obstacle for round the year connectivity.

SUGGESTIONS

- The tour operating agencies should give tour packages for Chinta.
- Winter sports should need to be promoted.
- There is strongly need to give training to the taxi drivers, hotels and guest houses owners for dealing with tourist with most professional behavior.
- Government should open and create a single window system for giving license and clearance for new business ventures.
- The road connectivity should be modernized.
- The connectivity with neighboring areas like Bhalessa should be given priority.
- New and modern attraction need to be constructed in this valley also.
- New modern and cheap hotels for tourist must be opened at various picnic spots keeping in mind the environmental impacts.
- Tourism cum cultural festivals needs to be organized at various intervals of the year.

CONCLUSION

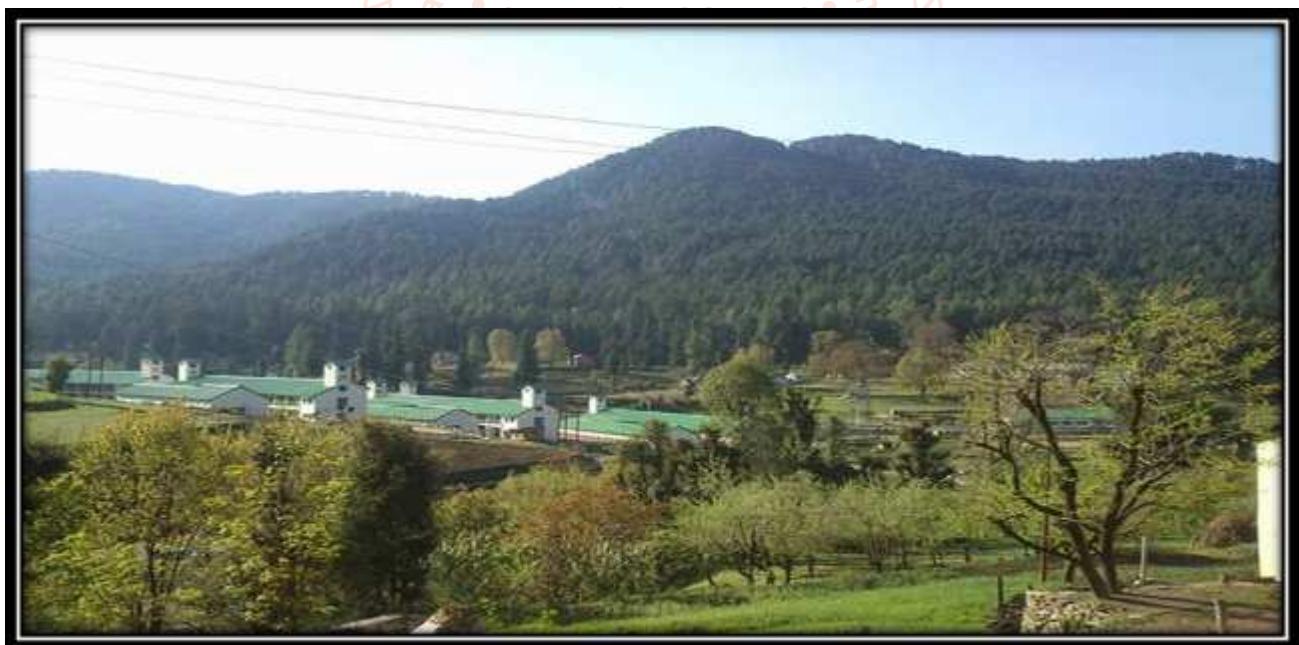
From the above discussion it can be conclude that Chinta valley is known as the Green Bowl as it is surrounded by black forests. This scenic valley is 25 kms away from Bhaderwah and the entire drive is beautiful and enchanting to say the least standing tall at 6,500 feet it has thick coniferous forests on all sides and the Chinta nallah flowing through it. Chinta valley offers a mesmerizing view to the tourist. Chinta valley is separated from Bhaderwah by Thuba which offers an enjoyable horse ride.

Chinta valley being endowed with natural beauty has a large potential for growth of tourism industry. Growth and development in tourism industry will have a multiplier effects on various other economic sectors. It will have a positive impact in generating employment, raising income of the local people, increasing the business opportunities for the businessmen etc. But there are numerous problems being faced by tourists and tourism industry itself. Tourism involves various activites which can have positive as well as negative effects on the environment.

Due to heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding poor sanitation which may further lead to diseases. The intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people may copy the lifestyle of tourist through the demonstration effect and the result could be loss of native customs and traditions. Some people may enter into criminal activities to fetch easy money from tourist which lead to increase crime and anti-social activities and loss of moral values.

Based on the result of the study, the contribution of local government, industry and educational institutions is important. The information of not throwing garbage carelessly must be written in many places. At least, there must be garbage bins in each hundred meter. In the level of local Government moratorium of establishing of hotels, restaurant and industry might be the best policy to avoid environmental matters.

The department of tourism should take effective steps to conserve environment revenue from park entrance fees and similar sources can be allocated specially to pay for the protection and management of environment.



Scenic beauty of Chinta valley

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